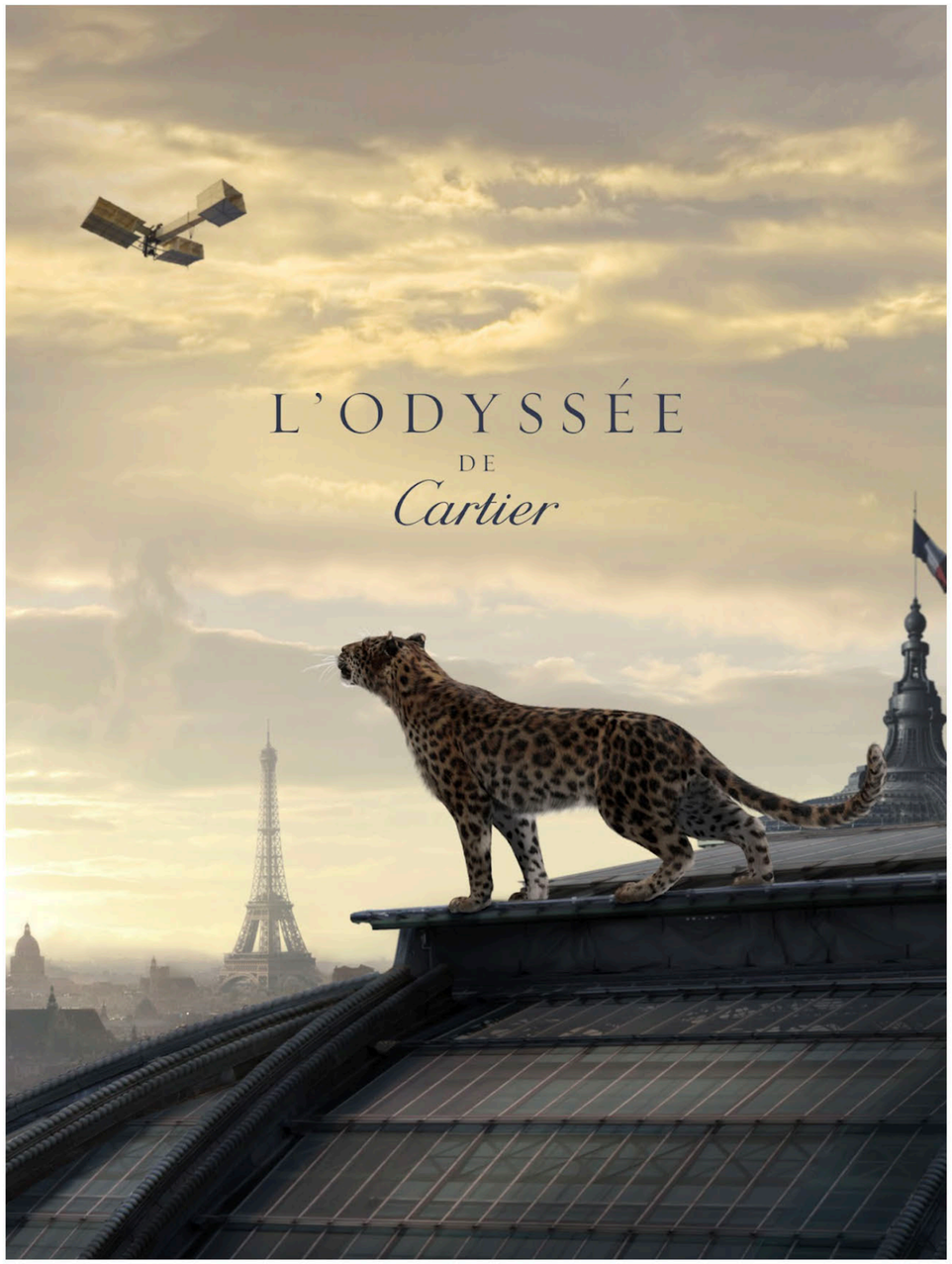
STYLE / JEWELLERY

L'Odyssée de Cartier – The Film

TOP EXCLUSIVE! LUXUO's readers are now able to view "L'Odyssée de Cartier" before it is presented on Cartier's Facebook page tomorrow morning, Paris time. Cartier will reveal today a preview of its upcoming film "The Cartier Odyssey", with the ambitious short to feature three panthers and a host of fantasy scenes. In honor of Cartier's [...]

Mar 04, 2012 | By Luxuo



Cartier will reveal today a preview of its upcoming film "The Cartier Odyssey", with the ambitious short to feature three panthers and a host of fantasy scenes.

In honor of Cartier's 165th anniversary, the panther will take viewers on a journey through Cartier's iconic designs during the three-and-a-half-minute spectacular.

"The Cartier Odyssey" (L'Odyssée de Cartier) marks the label's most ambitious advertising project for over a decade.

Directed by Bruno Aveillan, the film will debut March 4 on television screens across the US, France, China, Russia, the UK, Hong Kong and the Middle East.

Through this film, Cartier offers a unique moment of escape, inspired by the desire to enchant, to share its passion and to communicate its values.

You will have the opportunity to discover the first screening of this film via an exclusive screening on March 2 on Cartier's Facebook page.